

Informatica Data as a Service for Marketo

Services

- Email Verification
- Phone Validation
- Address Verification
- Business Data Enrichment
- SMS Mobile Messaging

Features

- Easily integrate Informatica Data as a Service offerings into your Marketo platform using Webhooks
- Solutions for clean and accurate customer data, personalization using data enrichment, and better customer engagement

As more organizations strive to be customer-centric to stay competitive, marketers are finding themselves at the center of their organization's efforts to provide a great customer experience. Marketers can improve the customer journey by acquiring and retaining clean, accurate contact data at every point of interaction with customers. Great insight and more targeted customer communication are possible using data enrichment and personalization. Marketers can also create better customer engagement using the communication tools their customers prefer. Informatica Data as a Service's pre-integrated offerings within Marketo LaunchPoint allow marketers to drive revenue more effectively and gain even more value from the Marketo platform.

Clean, Accurate Customer Data

The success of the customer journey begins with great contact data. Informatica Data as a Service helps marketers easily verify and cleanse contact data for any customer or prospect throughout the world within Marketo using Email Verification, Phone Validation, and Address Verification services.

Email Verification

Marketers know that email marketing has the best ROI in the business, with a 40 to 1 return on each dollar spent, according to Adobe Systems. Successful email marketing requires reaching each subscriber reliably. Ensure that each customer email address in your Marketo platform is valid and deliverable, while reducing bounce rates, with Email Verification from Informatica Data as a Service. Don't let poor data quality hold you back from engaging with your customers and prospects. Validate that email addresses from customers in any country are accurate from the time they are acquired on a form through when you use them. With email addresses changing at a pace of 30% every year, according to Gartner, ensure that every email address that you store in Marketo is fresh and ready to use for your next big campaign. Start a free trial today: <http://launchpoint.marketo.com/informatica/749>

"The Informatica Email Verification tool was one of our very first integrations with our Marketo platform, and has had a tremendous impact on our email deliverability rate. Since its implementation a little over a year ago, the webhook verification tool has processed over 2 million records, culling out 300,000 invalid email addresses resulting in a best-in-class delivery rate of at least 90% quarter after quarter."

– Jill Ragsdale - Program Manager, Marketing Automation and Technology, CA Technologies

Phone Validation

Customer service is becoming a much bigger part of marketers' jobs, both in their roles within the organization and in their budgets. Phone communication is a major part of customer service for companies in all industries. When customers need support, their #1 preferred method of communication is the phone, according to Econsultancy. Phone Validation from Informatica Data as a Service allows you to validate phone numbers in 240 countries and territories, so you can ensure quality contact data no matter where your customers are in the world. Learn what time zone a phone number is in, so you can call at appropriate times. Determine if a phone number is a landline, mobile, VOIP, or free phone, and learn what carrier the phone is supported by. Identify location information for a phone number, including country, city, state or province and geocoded locations. Try it out today: <http://launchpoint.marketo.com/informatica/1881>

Address Verification

Reduce your costs, increase customer satisfaction, and save time with Informatica Data as a Service's Address Verification offering within Marketo. Verify and standardize customer addresses in the US, Canada, and 240 countries and territories worldwide. Ensure your customer communications, including orders, invoices, catalogs, and other mailings reach the right person. Validate and correct addresses instantly in real-time as leads enter Marketo, so you won't risk mailing to an invalid address. Get started: <http://launchpoint.marketo.com/informatica/745>

Personalization Using Data Enrichment

Business Data Enrichment Services Within Marketo

Marketers can find it difficult to gain a 360-degree view of their customers. Using Business Data Enrichment from Informatica Data as a Service fills in the gaps of understanding to create insights and drive growth. Get instant access to accurate information in real-time about a business, including its complete address and other contact information, executive names, website URL, NAIC code and description, SIC classifications, employee count, annual salary ranges, and more. Business Data Enrichment allows B2B companies to personalize and segment their marketing and sales messaging within Marketo for better customer engagement and revenue growth. Learn more: <http://launchpoint.marketo.com/informatica/1637>

Better Customer Engagement

Send SMS Mobile Messages to Your Contacts in Marketo

An invaluable tool for marketers, SMS Mobile Messaging is a quick, simple, and extremely effective method of communication. SMS is the most popular form of communication ever, according to Portio Research, because it is immediate, personal, and highly relevant to your customers. SMS Mobile Messaging from Informatica Data as a Service has a global reach, so you can communicate with customers in over 200 countries and territories. Communicate with your Marketo contacts instantly so you can increase sales, marketing, and customer service success with text verifications, reminders, notifications, and alerts. Integrate this simple and easy-to-use service directly within Marketo to begin sending messages today. Remind your customers about that upcoming webinar that they signed up for, notify them what booth you'll be at during the next big trade show, or even use it internally to notify your sales team when a hot lead comes in. Experience the power of mobile communication with our SMS Mobile Messaging service. Start engaging today: <http://launchpoint.marketo.com/informatica/751>



Worldwide Headquarters, 100 Cardinal Way, Redwood City, CA 94063, USA Phone: 650.385.5000 Fax: 650.385.5500
Toll-free in the US: 1.800.653.3871 informatica.com [linkedin.com/company/informatica](https://www.linkedin.com/company/informatica) twitter.com/InformaticaCorp

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